

Verint Enterprise Feedback Management – IVR Channel

How can you truly enhance contact center performance? The Voice of the Customer (VoC) provides invaluable insight that can enable you to identify trends and understand the reasons for them. By analyzing and acting on this insight, you can enhance the customer experience and optimize agent performance.

Verint® Enterprise Feedback Management - IVR Channel™ (EFM-IVR) delivers short, context-sensitive, dynamic voice surveys to capture this key information, while also providing comprehensive analytics to help reveal the effectiveness of your people, products, and processes. It can facilitate the fast, decisive action necessary to drive discernible business impact.

Verint EFM-IVR integrates with our solutions for back-office and contact center workforce engagement. In doing so, it natively links IVR VoC capabilities with quality assessments, performance management, and operational data to provide the “why behind the what,” diagnosing the reasons for overall trends and facilitating analysis, right down to the individual call or agent level.

Automate Verbatim Feedback Analysis

Verint EFM-IVR engages customers immediately after their interactions with your agents via IVR with surveys that are delivered based on business rules you define. Capturing verbatim feedback enables customers tell you what they’re thinking in their own words, key to getting to the bottom of the feelings that result from the experience you deliver.

Because these surveys are intelligent, context-based, and timely, they can engage customers and deliver response rates far greater than those obtained through traditional, one-size-fits-all questionnaires. As a result, you can move beyond mere sampling to capture meaningful data — even with large numbers of customers and multiple sites.



Now you can:

- Fully understand and diagnose the key issues affecting contact center performance — right down to the individual agent level.
- Activate the Voice of the Customer with precision, making more informed decisions to help resolve customer issues and achieve better business outcomes.
- Maximize agent engagement and retention, enhance customer experience, drive loyalty, decrease escalations, and enhance your key contact center metrics.
- Incorporate the Voice of Customer into insight captured from Verint back-office, contact center, and CRM solutions.

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Facilitate Timely Action

With Verint EFM-IVR, you can define rules that can automatically trigger alerts to get the right information with the appropriate context to the right person. Access to data can even be aligned to your organizational hierarchy to help ensure fast, secure, and automated visibility and analysis. Links to actual call recordings can enable you to drill down to specific calls for further analysis.

With these processes and structures in place, you empower your staff to follow up on individual interactions or implement broader strategic change — such as initiating training programs to help optimize agent engagement and retention levels or restructuring your organization in line with customer demand.

Benefit from Optimal Usability to Help You Achieve Your Objectives

Verint EFM-IVR is an intuitive solution designed to enable you to easily capture insight to help achieve your business objectives. Building a survey is simple and straightforward — just select a template and add your own questions, and/or use the intuitive point-and-click designer. Surveys are presented based on rules that you define, meaning they are dynamic and relevant to the customer. There's no need to restrict customers to multiple-choice responses — capture their comments verbatim for an insight into what your customers really think about your experience.

What's more, Verint EFM-IVR includes extensive, real-time reporting capabilities. Reports are easy to create and can be emailed directly from the solution's interface, so you can share results throughout your enterprise to facilitate timely action. Reports include:

- **Business Objective Reports** — Summarize effectiveness metrics for agents, supervisors, and managers, helping you identify strong and weak performers.
- **KPI Correlation Matrix** — Correlates and plots internal (company-driven) and external (customer-driven) metrics, illustrating discrepancies between the two to depict areas of strength or weakness.
- **Participation Metrics Reports** — Provide overviews and detailed views of response and completion rates, question details, individual and aggregated responses, access to recorded calls, and more.

Combine with Other VoC Solutions to Drive Additional Improvements

Verint EFM-IVR can be used in combination with Verint Enterprise Feedback Management™ to capture customer sentiment across additional channels, including email, web, mobile, and SMS. This comprehensive view can help you gain a clearer picture of customer perceptions and drive actions to improve the customer experience, competitive advantage, and your bottom line.

Verint VoC Solutions

Verint EFM-IVR is a key component of a broader Voice of the Customer solution that helps organizations simplify, modernize, and automate how they listen, analyze, and act on VoC across digital, voice, text, and social interactions.

Benefit from World-Class Consultants

Verint offers a range of Professional Services to help you get the most from your investment, including Business Advisory Services, Implementation and Enablement Services, and Managed Services. Regardless of the services you select, you can be confident that our experienced teams offer practical knowledge and are committed to your success.

The Customer Engagement Company™

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